

WHAT IS CLAIMED IS:

1. An information linking method in which:

a first terminal device receives or retrieves first content of interest rendered by media and sends first information to identify said first content, first target area selected to define a part or all of an object from said first content, and messages to a server equipment across a computer network; and

the server equipment receives said first information to identify said first content, said first target area selected, and said messages, generates information related to the object from the content from a part or all of said messages received, and interlinks and registers said first information to identify said first content, said first target area selected, and the information related to the object from the content into a database.

2. An information linking method as recited in claim 1 wherein:

said server makes up a group of two or more terminal devices including said first terminal device and a second terminal device and sends said messages received to one or more terminal devices including said second terminal

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computer network; means for receiving and outputting information related to an object from the content across the computer network; and means for displaying said content of interest on which the object is identifiable within said target area selected and the information related to the object, wherein linking of the object and the information is intelligible.

5. A server equipment comprising means for receiving first information to identify content of interest, first target area selected, and messages transmitted from a first terminal device across a computer network; means for generating information related to an object from the content from a part or all of the messages; means for interlinking and storing said first information to identify content of interest, said first target area selected, said messages, and said information related to an object from the content into a database; means for receiving and storing a set of second information to identify content of interest and second target area selected, transmitted from a second terminal device across the computer network, into the database; matching means for matching said first and second information to identify content of interest and said first and second target areas selected; and means for sending said messages and/or said information related to an object from

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the content to said second terminal device across the computer network if matching for both couples is verified as the result of the matching.

6. A server equipment as recited in claim 5 further comprising means for registering advertising keywords and advertising information specified or requested by an advertiser into a database; means for determining whether said advertising keywords are linked with said information related to an object from the content; and means for sending said advertising information to said first or second terminal device across the computer network when it has been determined that at least one of said advertising keywords is linked with said information related to an object from the content.

7. A server equipment as recited in claim 6 further comprising marketing information analysis means for generating marketing information, based on statistics obtained from any of said first information to identify content of interest, said first target area selected, said messages, said information related to an object from the content, said second information to identify content of interest, said second target area selected, and said

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advertising keywords, or any combination of a plurality of items thereof.

8. A server equipment as recited in claim 7, wherein said advertising keywords include nouns including, at least, the name of an article of trade, and the name of one of various types of utensils, the name of a person, the name of an institution, and the name of a district such as a city; proper nouns; verbs that express an act, occurrence, or mode of being; adjectives; pronouns; and combinations thereof, i.e., compounds, phrases, and sentences.

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